# Further West They're Already Used to Being Dry

## E. M. Statler Tells How It Works In His Hotels

UNDER the caption "How Men Act When They Can't Get a Drink," E. M. Statler, hotel proprietor, explains in "The American Magazine" various phases of the prohibition subject.

When he had finished his essay the editor of "The American Magazine" asked Mr. Statler what had become of the "cocktail" hour in Detroit since Michigan went dry. He responded:

"More men are having a little family 'spree' by taking their wives out to dinner. In the old days there used to be a line of men at our telephone booths between 5 and 6 in the afternoon, calling up their homes to announce that 'business' was going to keep them down town and not to expect them for dinner.

"In most of these cases the visit to the telephone booth was followed by a more or less protracted sojourn at the bar and by a dinner with trimmings of drinks in the grillroom. There is still a certain amount of this late afternoon telephoning, but the message now is more often than not an invitation to the man's wife to 'come on down town and have dinner.'"

Mr. Statler believes that prohibition is going to create a large increase in the soda fountain business, and, with an eye on the future he has installed three fountains in the newest of his hotels, the Pennsylvania, of this city.

These are some of the points the writer makes from his experience in dry and prospectively dry territory:

1. In restaurants people are spending more for food under new conditions.

2. The café crowded hour used to be after the theatre; now it is between 6:30 and 8:30 p. m.

3. People are spending 16 per cent more for food than they did when they could get liquor.

4. There has been an enormous increase in the consumption of desserts.

5. The taxicab business has fallen off greatly.

6. "Homemade booze" makes of a man an insane drunk.

7. The hotel business generally will suffer for a time.

8. We may become afternoon tea drinkers, as the English are.

9. It will not affect big business deals. 'Big deals' are not and never were consummated over a bar.

10. There will be more smoking, more motion picture goers.

11. Men will spend more time out of doors.

12. Women, who are toying with drink as something new—and the increase of women drinkers has been tremendous—would line up against prohibition in many cities more strongly than men.

### It Hits Hotels

Touching upon prohibition as it will affect big hotels, Mr. Statler writes as follows:

"The hotel business is certainly going to suffer for a time. The revenue from the sale of drinks has been large, not only from the bar itself, but from the service to the grills, cafés and dining rooms. If we had foreseen the coming of prohibition we should have spent two million dollars less than we did in building and fitting up the new Hotel Pennsylvania in New York. Let me explain this. Every dollar spent in construction, decorations and furnishings of a hotel is invested capital on which we must get a return. If one principal source of revenue is cut off there is a deficit, which must be made up somehow. The problem over which hotelkeepers are studying now is how this 'dry' deficit is going to be met.

"For instance, I give $2,000,000 as an approximate sum I should have tried to save on the Hotel Pennsylvania. In running the hotel I must figure on getting at least 8 per cent return on the investment before any profit comes. This is to cover the payment to the owners of the building and the special tax which the hotelkeeper must pay on the investment. In this case, the $2,000,000 represents an annual cost to me, therefore, of about $160,000; and I am now facing the fact that one source of revenue on which I counted to meet that share of the annual expense will, in all probability, be cut off.

"How am I, and how are other hotel men, to make this up? You probably will say, 'Oh, you must try to do more business in the other departments.' But is that possible? You probably do not know that a good hotel man figures on doing 'capacity business' anyway. If our hotels have been running full all the time, how can we make up this new and unexpected deficit? We have just so many rooms. If we have been turning people away already, we can't make up the loss—from having one source of revenue stopped—by getting more guests. We already have all we can handle.

### Adjustment Slow

"Here is the situation, and I explain it because I doubt whether the general public understands it. There is just one feature of the hotel business in which we do not compete with men outside that business. For example, you do not have to go to a hotel for your meals. There are plenty of restaurants of all kinds where you can eat. You can go outside to telephone, to be shaved or have your hair cut, to buy your paper, your cigars, your candy, your flowers, your theatre tickets. You can send out your laundry, your clothes to be cleaned and pressed. Every item of service in a hotel can be obtained outside—except the one item of lodging. So we cannot raise our prices in those lines, because we are in competition with people outside. The inevitable conclusion seems to be that the only way in which the hotels can make up the deficit which will come from stopping the sale of liquor will be to increase the rates for rooms.

"Of course, I believe that in time the restaurant end of the business will increase and help to make up the loss. But the process of adjustment will be slow. In the mean time, some other provision must be made."

The possibility that we may develop into a nation of tea drinkers looms up:

"In the cafés abroad you will see scores of men in the late afternoon sitting at little tables drinking coffee. I predict that we will see the same thing in this country, though not to the same extent. The Englishman would rather go without his dinner than without his afternoon tea. I expect to see the custom grow over here.

"I know that the man who has been in the habit of taking his afternoon cocktail or highball will froth at the mouth at the idea of substituting tea. Some years ago, I believe, a certain Mayor of New York was the butt of endless jokes and ridicule because he had tea served to him every afternoon in his office at the City Hall. Times have changed a good deal since then; but they will change still more in that respect under prohibition.

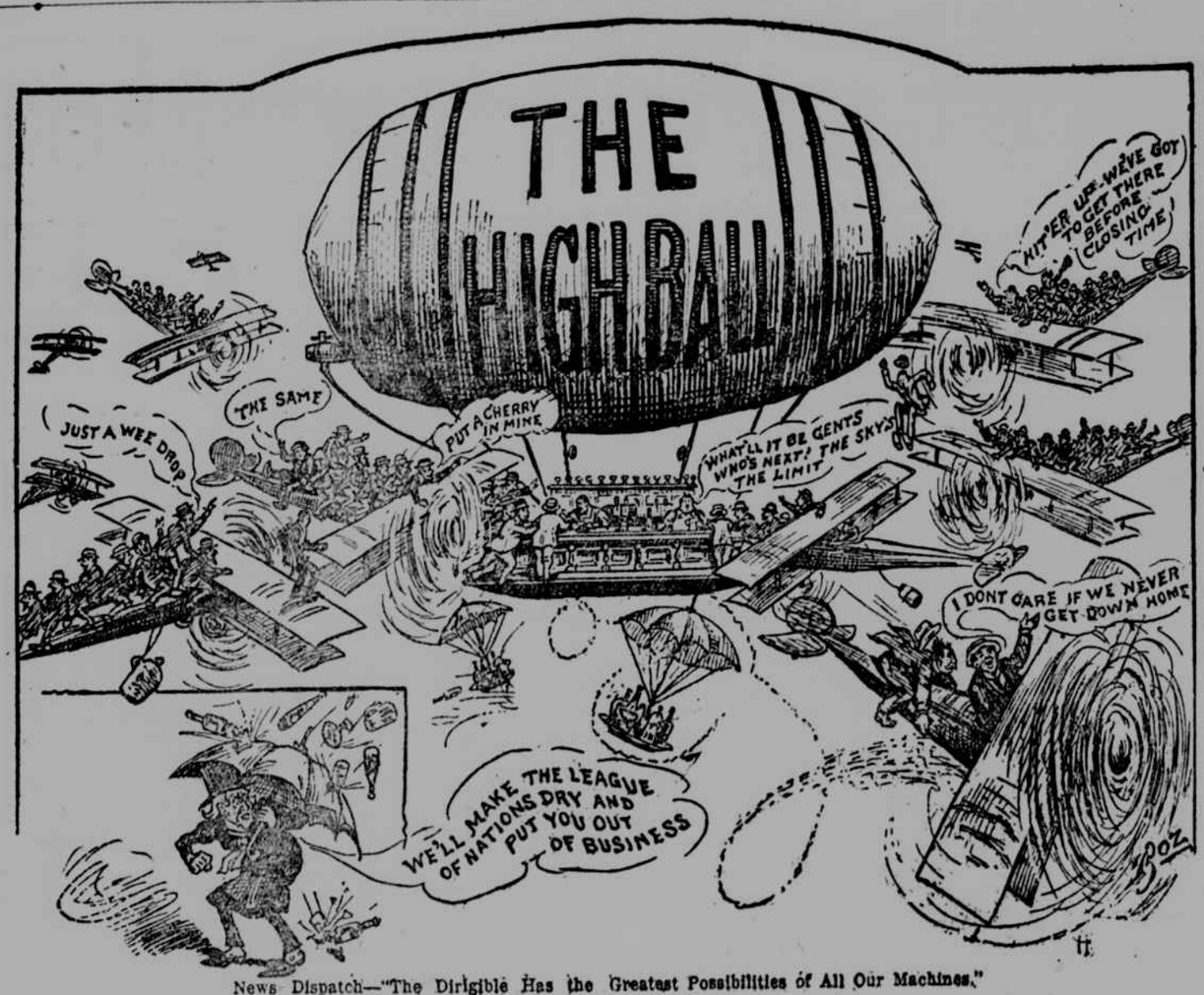
### The Wrist Watch

"Before the war most men would rather have been caught with counterfeit money on them than to appear in public wearing a wrist watch. Personally, I feel pretty much that way myself even now. But when the officers in the army were forced by military regulations to wear wrist watches, they did it. And they tell me they found it very convenient.

"The point is that when we are forced into a thing we accept it, and we sometimes find it unexpectedly easy, and even pleasant. I think it will be like that with afternoon tea. People who know more about it than I do assure me that good hot tea is a great pick-me-up; that it really is 'the cup that cheers' and does not inebriate. They tell me that it encourages conversation and that, with a reserve supply of hot water and some trimmings of toast and French pastry, it is capable of holding a group together in animated talk for an hour or two. I certainly hope so. For it looks now as if we hotel men have got to 'beat our swords into ploughshares,' figuratively speaking. And if we can do it by turning our bars into tearooms, so much the better.

"This making-over process may not be as revolutionary as it seems to us now. Drinking to excess has unquestionably become less frequent in recent years. It is n uncommon thing to see perhaps four men at a table in one of our cafés, three of them taking soft drinks and only one having a cocktail, a highball or something of that sort. Two or three men go up to the bar, and one of them does not hesitate to order a seltzer. Nobody comments on it now; whereas, ten or fifteen years ago, a man who did that was guyed by his companions.

"My prediction is that the common run of business men will adjust themselves to a dry world far more easily than they think. Thousands of men take a drink only occasionally. They have been going for days without whiskey, or beer, or anything of the kind. What will they do in the future? Why, they will do exactly the same on the days when they would have taken a drink that they have been doing now on the days when they didn't touch liquor."




News Dispatch—"The Dirigible Has the Greatest Possibilities of All Our Machines."

## *Here, Mate, Is Mate, Pronounced Ma-tay*

EVER hear of maté? Probably not.

To begin with it is pronounced ma-tay.

It is a South American drink and they wonder down there, in view of maté, why we worry about prohibition.

Maté contains:

Almost no essential oils.

Even less tannin than coffee.

Less caffeine or alkaloid than either tea or coffee.

Yet—

(We quote the "Pan-American Review.")

Maté will:

Produce an exhilaration smilar to that of beer.

Leave no deleterious after effects.

Furnish at all times a palatable, refreshing, thirst-quenching liquid.

*Nor is that all.*

So much nourishment is there in maté that it permits of a prolonged fast.

In some South American districts it is used as a substitute for vegetables.

It has aided the treatment of diabetes.

It stimulates muscular power and (to quote again) produces an appreciable intellectual lucidity.

This year South America will export 5,000 tons of maté.

That will bring in about $17,000,000 at thirteen cents a pound.

## A Few Timely Hints and Tender Obsequies

WANTED—a convivial drink! The need is emphatic, and many a keen mind is staying up nights trying to find the solution. "The demonstration made by a prominent restaurant keeper of the possibilities of invention in devising seductive substitutes for alcoholic beverages seems to have been a great success except on one point," observes a writer in "The New York World," who goes on to say:

"The imitation cocktails, highballs, liqueurs, etc., deceived the eye and the palate of the imbiber, but they failed to fool the subconscious sense which registers degrees of alcoholic exhilaration. They were good to look at and to taste, but they did not cheer the inner man.

"Will it be possible, indeed, with all the compounder's art, to overcome that inherent defect of non-intoxicating drinks? They may be 'just as good' in all other respects, and better as regards the absence of reaction following stimulation. But the problem will remain of supplying an acceptable substitute for the alcoholic content.

"National prohibition, of course, will offer a spur to invention of this kind such as it has never had under the free consumption of liquor. There will be wealth beyond the dreams of avarice for the man who can concoct a soft drink which will have stimulating properties, which will conduce to conviviality without drunkenness. There are coffee and tea, of course, among non-alcoholic stimulants—unless, or until, the prohibitionists make these also wicked outlaws.

"But a world which after centuries of demand for palatable temperance beverages rests content with ginger ale, soda pop and similar carbonic drinks offers little promise of a beverage which will cheer and at the same time gently inebriate without violating the prohibition laws."

"The San Francisco Chronicle" offers its readers the inspiration of three old-fashioned elderberry wine recipes, which read as follows:

"From the Berries—Three gallons of berries, nine gallons of water and other ingredients as follows: Put the water and the berries into a boiler with two ounces of ginger, an ounce of allspice and half an ounce of cloves. All the spices should be bruised and tied in muslin loosely. Simmer for an hour, then strain and add four pounds of sugar to the gallon. Mix in a tub and let the liquor be boiling, and in straining press the berries well to extract all the goodness. Add three and a quarter ounces of cream of tartar and leave in the tub for two days; then pour into a cask and cover the bunghole with a tile. Stir daily and fill up as the liquor wastes. When quite 'still' close the barrel and leave for four months before bottling the wine. It improves by keeping.

"From the Blossoms—One quart of blossoms after being pulled from stems, four quarts of boiling water; pour water over blossoms and let stand one hour, then strain and let stand one hour; add three pounds of sugar, boil and skim; let stand until morning, then add three lemons, one tablespoonful of yeast cake; let stand twenty-four hours, strain and put in jug, tying a cloth over the top. After fermenting, bottle and cork. This wine will be ready for use in about three months. Keep in a cool place.

"Another Way—Allow equal measures of water and elderberry petals. The water should be boiled and added when warm. Stir and cover with a blanket for three days, stirring now and then. Strain and boil the liquor with the rind of a lemon and an orange. An ounce of ginger and three and a half pounds of sugar to the gallon. Add the orange and lemon juice and two tablespoonsful of yeast. Cask the second day and bottle in three months.

A writer in "The Detroit Free Press," concerning himself with a substitute of long standing, says:

"It is estimated that the consumption of bottled soft drinks in the United States prior to war restrictions was about 3,000,000,000 bottles annually, or thirty bottles a year for every man, woman and child. The consumption is likely to increase, since high-grade bottled soft drinks enable the dweller in rural communities to enjoy a product which a few years ago was obtainable only directly from soda fountains in towns and cities."

The bartender departs, along with the goods he dispensed. "The bartender," says Dr. L. Pierce Clark, the neurologist, "is generally a good fellow and far better educated, as a rule, than his patrons. He is a good man to talk to"—and should be saved from the wreck of the saloon; though "organizations with the human touch, like the Salvation Army," may provide a substitute.

Of course, admits "The New York World," "there are bartenders and bartenders."

"There are bartenders and bartenders. Some disgrace their reflective calling. The best examples are highly educated, in the Socratic method, by argument with men of many minds, by listening, by reading prints that Socrates lacked and Plato would eagerly have devoured. 'The loss of this genial friend,' as Dr. Clark says, 'is going to be hard on the temperament of millions of people.'

"The better bartender maintained a kind of 'hostess house' for a civilian community. He answered questions, settled disputes that threatened acrimony, gave advice, disseminated the wisdom dropped by customers. He did not, as British bars are accused of doing, 'push sales' at the expense of unsteady men. He jollied them along, a psychiatric feat of therapeutic value.

"The kind of a barkeeper who, buying a saloon, became a 'Mr. Dooley' must suffer now for the sins of unworthy rivals. Society should make use of his gifts developed by intensive training. One of the most practical social workers of New York is an ex-bartender. Perhaps the Salvation Army can take over the men, with the bars they polish and the rails the feet of the faithful caress, thus following Dr. Clark's advice."

Taking the situation by and large, or all in all, "The Hartford Courant" wonders whether there may not arise in our politics a Prohibition party "whose chief tenet each year will be that of prohibiting something." The writer continues:

"It will be a very successful party, too. It will find that all it has to do each year is to pick out that thing which is most unpopular to the people who vote—not the people who CAN vote, mind you, but the people who DO vote, let everything else slide, concentrate on the one idea of prohibiting this thing, and get a landslide.

"Eventually, however, won't such a party react so violently to the word 'prohibit' that it will cease to think of what it is prohibiting, giving opportunity to some wise boy of the opposition to slip something over on the Prohibition party? It will be a joker the like of which was never known before—a vote for the prohibition of prohibition.

"What a time will there be then, my countrymen! The old corncob pipe will be dug up from behind the barn, the white lightning will flow from the mountains in a steady stream, the banned cigarette will come out in a new cork tip, silk neckties will be seen again, flowers will be allowed in the buttonhole, and there will be good cheer everywhere.

"And a man may come home occasionally lit up with the light from the cup that cheers, bringing his wife a present, hoping for the best but stepping lightly. Ah, those days, those days; will they ever come again? Wait and see."

# A Visit to the I. W. W. Headquarters


**BEFORE the recent raid the I. W. W. headquarters at 27 East Fourth Street had very much the appearance of a boys' club. The chief dispensers of literature and loungers about the rather bare and dreary rooms were young men, some of them so young that they were still of school age. Even those who were not seemed young enough, or perhaps too young, to know better.**

**One of their chief pastimes was keeping the place in a receptive situation for police raids which occurred with considerable regularity. Though young, several had served jail terms, and while sweeping out the office swapped anecdotes and discussed the general labor situation. All dressed with studious disregard for collars and conventions, probably dreading to be confused with the bourgeoisie.**

**For a radical club, a general air of quiet reigned. The radicalism was confined chiefly to the literature of the good old Socialist order with which almost every one is familiar. The furniture was old and dusty. Nor was there anything radical about the salaries paid the workers, many of whom were volunteers. Others, according to credible information, obtained as much as $50 a week.**